

To the media:

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Sekisui Plastics Co., Ltd.

CSR Promotion & Public Relations Department

Odakyu Dai-Ichi-Life Bldg. 2-7-1 Nishi-Shinjuku, Shinjuku-ku, Tokyo 163-0727, Japan

TEL: +81-(0)3-3347-9711 E-mail: m01271@sekisuiplastics.co.jp

ELASTIL™ adopted for Reebok shoes midsoles

Sekisui Plastics Co., Ltd. (Head Office: 2-4-4 Nishi-tenma, Kita-ku, Osaka, Japan; President: Masato Kashiwabara) ELASTIL™ thermoplastic elastomeric bead foam has been adopted for midsoles of Reebok shoes.

1. Material adopted

ELASTIL is a thermoplastic elastomeric bead foam that merges Sekisui Plastics bead foaming technology with soft resins to impart resilience and design freedom. Now, Reebok has adopted ELASTIL for the midsoles of running shoes to be released globally as 2019 spring/summer models.

In addition to working to make running shoes and other sports shoes to be light, customers demand resilience to run fast in comfort, and cushioning for comfort when wearing. Resilience and cushioning are conventional aspects that conflict with each other, and there are many issues to achieving both of them together. Sekisui Plastics ELASTIL enables the two required performances to be achieved, and it came to be adopted.

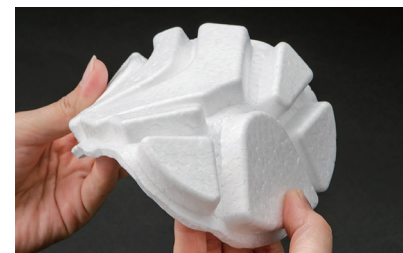
Shoes with those midsoles were named “Forever Floatride Energy” , “Reebok Harmony Road 3” and they has been releasing as commercial models from Reebok from February 2019.



ELASTIL has been adopted
A: “Forever Floatride Energy”
B: “Reebok Harmony Road 3”

2. Production system

The mass production process for ELASTIL from raw material production to molding was set up and a system that can quickly respond to development requests of customers was adopted. Also, a state of the art labor-saving factory is used where the processes from manufacturing to quality inspection and packaging are automated and it has become possible to efficiently produce shoes of multiple sizes with kind of response.



ELASTIL with excellent flexibility

3. Future developments

Sekisui Plastics will continue to respond to increasingly diverse needs as well as shoes by utilizing our mold design and molding technologies in addition to working to raise performance by improving materials.

We will also provide solutions for a variety of fields by making the most of ELASTIL’ s excellent properties such as lightness, resilience, and flexibility and our ability to propose “Monozukuri (manufacturing craftsmanship)” in an integrated system from raw materials to final molded product.

Official Reebok Website <https://www.reebok.com>
 “Forever Floatride Energy” <https://www.reebok.com/us/forever-floatride-energy/CN7756.html>
 “Reebok Harmony Road 3” <https://www.reebok.co.uk/reebok-harmony-road-3/CN6868.html>

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